For personal use only

# Company Overview

August 2017

Private & Confidential

robo
Make the imagined

For personal use only

# Important Notice & Disclaimer

This presentation has been prepared by Robo 3D Limited (ACN 009 256 535) (**Robo** or the **Company**). The information contained in this presentation is current at the date of this presentation. The information is a summary overview of the current activities of the Company and does not purport to be all inclusive or to contain all the information that a prospective investor may require in evaluating a possible investment. This presentation is for general information purposes and is not intended to be and does not constitute a prospectus, product disclosure statement, pathfinder document or other disclosure document for the purposes of the Corporations Act 2001 (Cth) (**Corporations Act**) and has not been, and is not required to be lodged with the Australian Securities & Investments Commission. It is to be read in conjunction with the Company's disclosures lodged with the Australian Securities Exchange, including the Company's financial statements and previously lodged Prospectus.

The material contained in this presentation is not, and should not be considered as, financial product or investment advice. This presentation is not (and nothing in it should be construed as) an offer, invitation, solicitation or recommendation with respect to the subscription for, purchase or sale of any security in any jurisdiction, and neither this document nor anything in it shall form the basis of any contract or commitment. This presentation is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor which need to be considered, with or without professional advice, when deciding whether or not an investment is appropriate.

This presentation contains information as to past performance of the Company. Such information is given for illustrative purposes only, and is not — and should not be relied upon as — an indication of future performance of the Company. The historical information in this presentation is, or is based upon, information contained in previous announcements made by the Company to the market.

# Forward Looking Statements

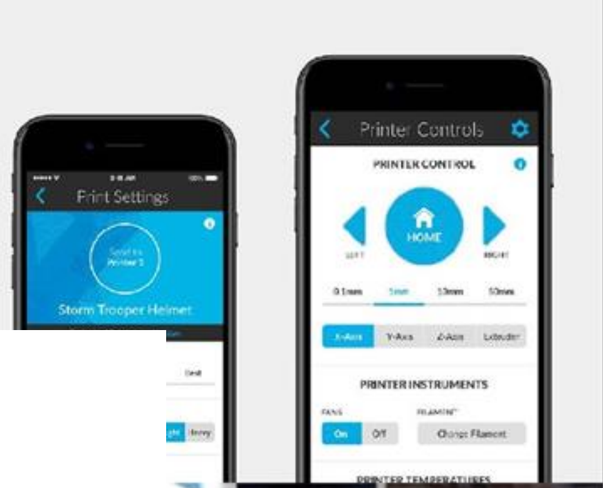
This document contains certain “forward-looking statements”, including statements identified by use of words such as ‘believes’, ‘estimates’, ‘anticipates’, ‘expects’, ‘predicts’, ‘intends’, ‘targets’, ‘plans’, ‘goals’, ‘outlook’, ‘aims’, ‘may’, ‘will’, ‘would’, ‘could’ or ‘should’ and other similar words that involve risks and uncertainties.

Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of Robo, which may cause actual results to differ materially from those expressed or implied in such statements.

Except as set out above, the Company and the Directors cannot and do not make any representation, express or implied, in relation to forward-looking statements and you are cautioned not to place undue reliance on these statements. The Company does not intend to update or revise forward-looking statements, or to publish prospective financial information in the future, regardless of whether new information, future events or any other factors affect the information contained in this Presentation, except where required by law.

These statements are subject to various risk factors that could cause the Company’s actual results to differ materially from the results expressed or anticipated in these statements. These key risk factors are set out in Section 9 of the Company’s Prospectus dated 18 November 2016. These and other factors could cause actual results to differ materially from those expressed in any statement contained in this Presentation.

This Presentation, uses market data and third party estimates and projections. There is no assurance that any of the third party estimates or projections contained in this information will be achieved. The Company has not independently verified this information. Estimates involve risks and uncertainties and are subject to change based on various factors.



# Key Highlights

- ✓ Established brand in rapidly emerging global market
- ✓ Unrivalled USA retail customer footprint
- ✓ Experienced team with relevant industry experience
- ✓ Focused on the customer experience not just technology
- ✓ Award winning products
- ✓ Tight capital structure
- ✓ Liquidity via ASX listing

For personal use only

## Contents

1. The opportunity in 3D printing
2. Growth strategy
3. Why Robo

# The opportunity in 3D printing

For personal use only

# Why are we here?

For personal use only

3D is a large and emerging opportunity

The past substantiates, the current predicts

We are in the infancy stage of 3D, the time to be a ‘fast first’ player

Key partners are looking for a leader in this industry

We believe the potential is not just Makers or Hobbyists

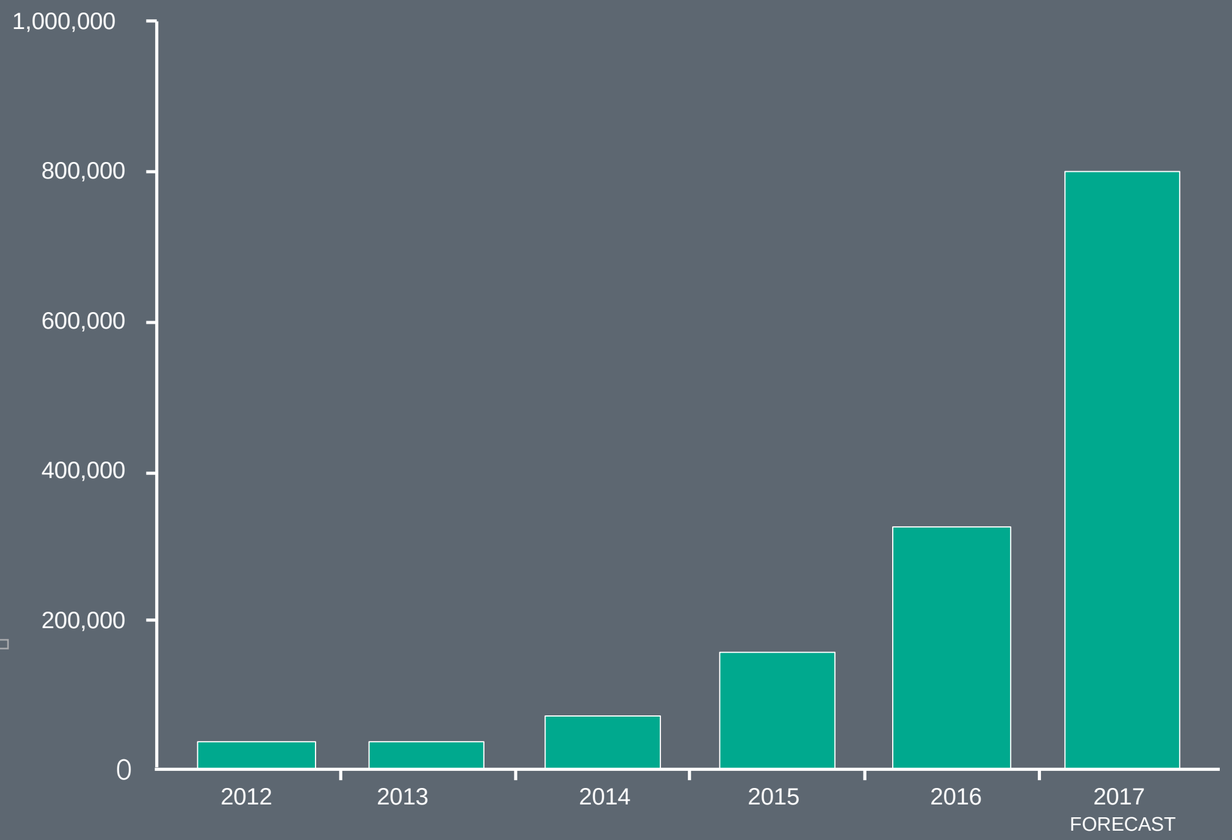
Niche no more, we are empowering mass customisation

The forces are transforming industries already

Education is changing to meet the demand of skills needed for the future

# Global desktop 3D printer unit shipments

For personal use only




Source: Gartner

- The increase in 3D printer shipments over the next four years expected to see the number of units shipped in 2020 total more than 6.7 million.
- 3D printer shipments [Worldwide] expected to expand at a 98.5% compound annual growth rate through 2020, and total spending will estimated to grow at a 66.5% CAGR to $17.7 billion in 2020.
- Material extrusion is forecast to lead the market through 2020, largely due to the low cost of entry-level material extrusion printers.

# With huge demand from education market

USA market opportunity alone is massive

| **Education unit opportunity** — example opportunity in US EDU | |
|---|---|
| Units in 4-year colleges US (5 per school) | 13,870 |
| Units in public schools K-12 US (2 per school) | 197,634 |
| Units in private schools K-12 US (2 per school) | 66,736 |
| Theoretical addressable market in units | 278,236 |

For personal use only

# …and growing

Personal Use Only

THE ENGINEER NEWS IN-DEPTH OPINION SECTORS

## The future of 3D printing in education

10th August 2017 12:31 pm

**Viewpoint**

**Simon Biggs, Education Liaison Officer for Wales at global engineering and scientific technology company Renishaw discusses the current use of 3D printers as an educational tool.**

In the 1950s, the slide rule was the most commonly used classroom tool for mathematical and engineering calculation, but by the mid 1970s, the newer technology – the electronic scientific calculator – made the slide rule almost obsolete. Since then, there has been an explosion of new technologies hitting the classroom for engineering and mathematical learning including the computer, the iPad and more recently 3D printers.

An education day at Renishaw's fabrication development centre at Miskin

3D printing is a well-established industrial technology for prototyping and manufacturing, particularly popular with the aerospace and defence sectors. Also known as additive manufacturing (AM), 3D printing is the process of making a solid 3D object from a digital computer aided design (CAD) file. The printer adds successive layers of material together until the final object has been created. This is different from traditional manufacturing methods like CNC machining, which removes material from a solid block using rotating tools or cutters.

3D printing is a rapid production method with minimal waste material. Its design flexibility means users can manufacture bespoke objects for a low cost. These advantages have made it increasingly popular as a production method in the manufacturing industry.

"Exciting and innovative projects are a simple way to keep pupils engaged in STEM subjects, which is a vital step forward in addressing the skills shortage"

3DPRINT.COM The Voice of 3D Printing / Additive Manufacturing
About Forum Events Training Videos

## Grants Awarded to FAMU-FSU and CCSF Offer Financial Support for 3D Printing Education and Research

by Sarah Saunders | Aug 8, 2017 | 3D Printing, Education, Science & Technology |

Like 16 Share 7 tumblr.

Being awarded an educational grant can help schools take on innovative projects and research that they may not be able to do otherwise. In terms of additive manufacturing, grants can be used to help schools improve education on the technology, develop new materials, and even make 3D printed blood vessels. This winter, the Florida A&M University-Florida State University's (FAMU-FSU) College of Engineering received a National Science Foundation (NSF) grant to study robotics and future manufacturing needs. FAMU-FSU announced that earlier this month, it received another NSF grant, from the Centers of Research Excellence in Science and Technology (CREST). The $4.9 million grant will be used to promote research excellence in additive manufacturing, devices, and novel materials.

National Science Foundation WHERE DISCOVERIES BEGIN

Funds from the grant, which will be distributed over five years, will support the school's Center for Complex Materials Design for Multidimensional Additive Processing, or CoManD Center. Researchers will work to develop novel methods of cancer drug delivery, better space shuttle and aircraft wings, and promote manufacturing advancements that take place at the micrometer scale, which could be useful for applications like *in vitro* 3D tumor models and nanostructured photovoltaic devices.

WBFO BBC World Service
Home News WBFO News Desks Schedule Programs Staff

## High school students and 3D printers change the lives of young amputees

By AVERY SCHNEIDER • 9 HOURS AGO

EdSurge News What We Do HigherEd Jobs Board Company Sign In Subscribe

TECHNOLOGY IN SCHOOL

## With 3D Technology, Special Education Students Can Focus on Content—Not Access

SPONSORED CONTENT FROM AUTODESK

By Kelli Anderson Aug 14, 2017

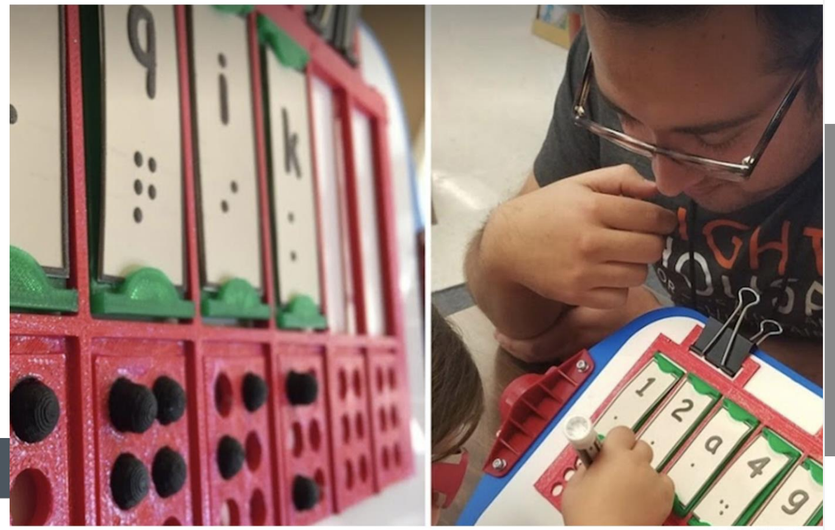


Image Credit: Neal McKenzie

TWEET SHARE EMAIL

"What's an ox?"

That was the confounding question assistive technology specialist Neal McKenzie faced a year and a half ago from one of the 100-plus visually impaired students he helps in the classrooms of Northern California's Sonoma County. The blind 5th-grader had to write a report on rural life and someone had suggested including an ox. But the boy had never touched an ox or even a cow and had no reference for the animal.

In the past, that particular problem might have sent McKenzie scrambling to find a toy or model ox for his student to explore by touch. Fortunately, his department had just acquired a 3D printer and he had taught himself Tinkercad, a 3D design app. He downloaded an ox file from Thingiverse, a vast library of 3D designs for physical objects, fired up the printer and, five hours later, had a 3" x 4" plastic ox that he handed to his student. "As soon as the boy held it in his hands, he said, 'Oh, I get it now,'" recalls McKenzie. "It was that simple."

McKenzie believes that 3D printing's greatest value lies in its possibilities.

jacksonville.com The Florida Times-Union

Posted July 24, 2017 09:08 am

By Denise Smith Amos

## Teachers learn 3D printers, a new way to challenge, excite students

Duval part of statewide training test

Matt Peterson, an algebra teacher at James Weldon Johnson College Preparatory Middle School,works with a Sliced Geometric Primitives Cones Kit printed on the 3D printer. (BobMack/Florida Times-Union)

Schools are out for the summer, but about 30 Duval teachers were still at work at Twin Lakes Middle School last week, debating the fine points of statistics and flinging marshmallows, Cheerios and colorful projectiles into the air.

40% OFF FALL
Select Categories. See Weekly Ad For Details.
SHOP NOW ▶
HOBBY LOBBY
Super Savings. Super Selection!

The educators, who teach algebra and other math courses in Duval middle and high schools, were using tiny, plastic catapults made from 3D printers. Over eight days they were learning how to make and master catapults and other doodads for math and science lessons.

They were using miniature human skulls, colorful lion fish and loaded dice. A special website, MySTEMkits.com, allowed them to use a 3D printer to make the materials.

# Cycle of student impact

In the same way that the adoption rate of modern computing was driven by educators in the 80’s and 90’s, 3D printing is a technology that is readily being adopted and utilised by educators to prepare students with skills that employers are seeking.

Educators adopt new technology

Students learn them and later integrate them into companies

Companies adopt new technologies and seek to hire graduates who understand those new technologies

For personal use only

For personal use only

# Our vision

***To be the number one brand in desktop 3D printing***

For personal use only

# What we need to be successful

- Tier one partners
- Experienced management team
- Strategic partners with shared vision
- A fully integrated eco-system

For personal use only

# How we will do it

- Premium products with broad appeal
- Beautifully designed and manufactured
- Unparalleled support
- Leading user experience
- Fully integrated with other technologies

# Value (the Robo story)

**Performance**

**Features**

**Experience**

# A complete 3D ecosystem

For personal use only

Desktop app

Mobile app

Print kits

Educational curriculum

Print packs

Materials

# Building the team

We have put together an experienced team that have worked for or have launched many successful consumer brands

For personal use only

**Ryan Legudi**

Managing Director

KPMG
Goldman Sachs
NOMURA

**Randy Waynick**

VP of Revenue

SONY
VIZIO
LIFEPROOF
Otter BOX

**Braydon Moreno**

VP Business Development

robo

**Allen McAfee**

VP Engineering

FAB LAB SAN DIEGO
NAVFAC Naval Facilities Engineering Command
salk Where cures begin.

**Tomasz Wycowski**

International Sales Director

Zmorph

**Kenny Fong**

VP Operations & Manufacturing

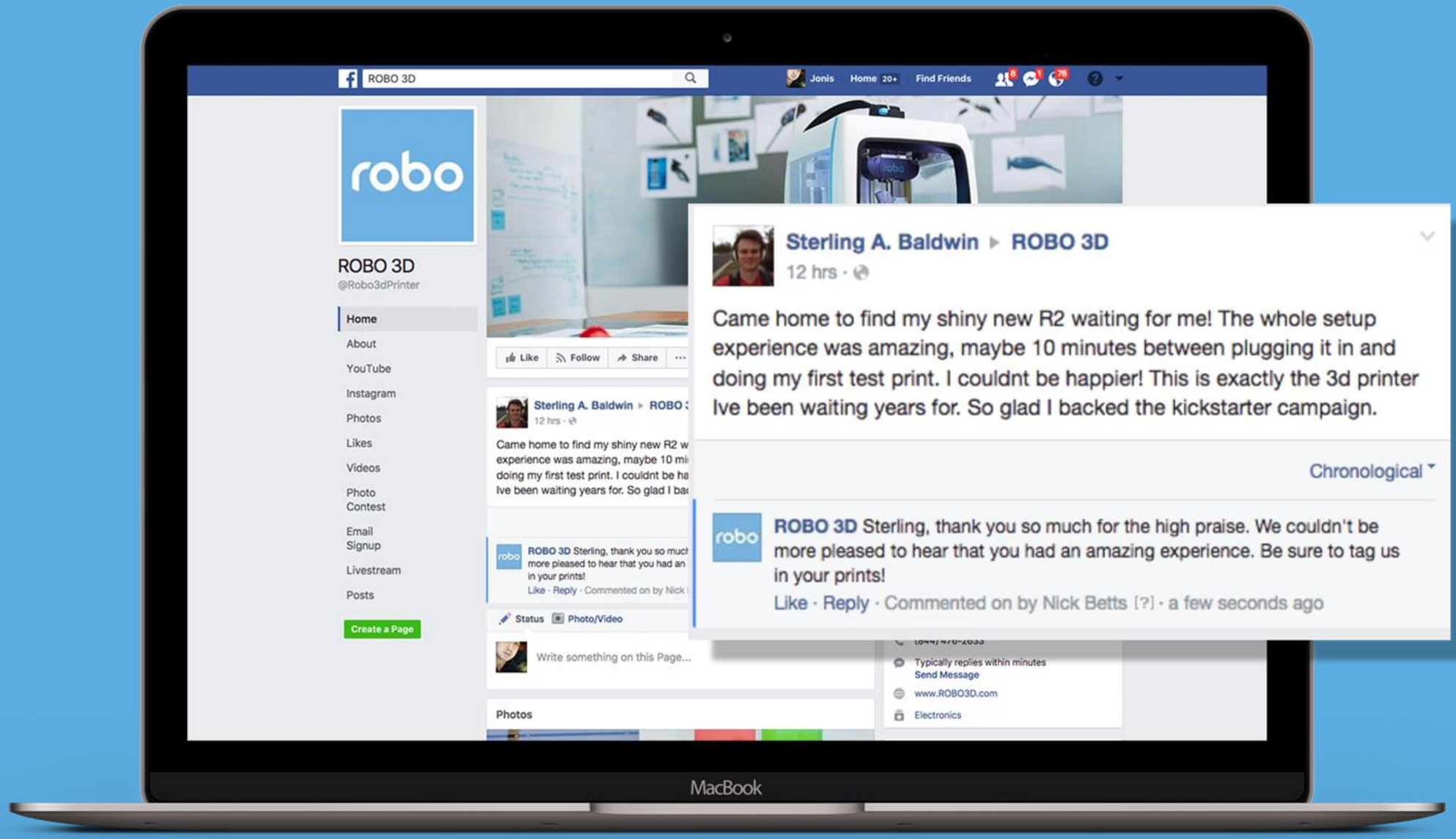
SONY
TEST RITE
NTT DATA

**Jonathan Wegner**

VP Marketing & Design

Raytheon
LIFEPROOF
Otter BOX

# Customer validation

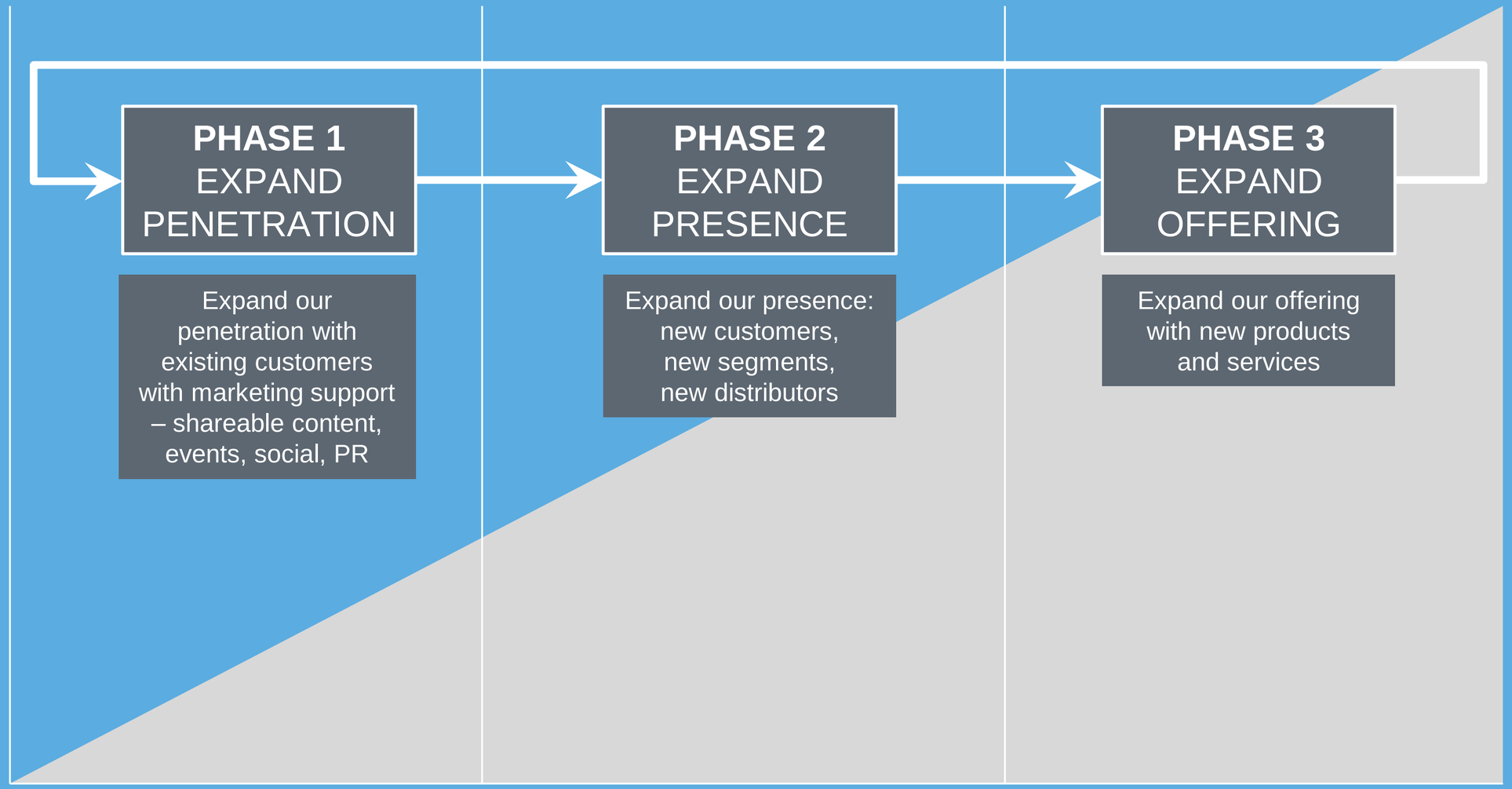



For personal use only

# Our growth strategy

For personal use only

# Three-phase growth strategy




For personal use only

# Multi-faceted sales channel strategy

*Educate the Market, Create the Demand, Offer the Solution*

For personal use only

| | DIRECT | INDIRECT | E-COMMERCE |
|---|---|---|---|
| USA | • Direct sales to leading USA retailers<br>• Direct sales to education institutions<br>• Establish re-seller relationships to 'pull' from distributors | • Establish distributor relationships to provide logistics and fulfilment support to re-seller network<br>• Provide support for distributor's sales activities | • SEO, social media content, email marketing, and paid search to drive traffic to Robo3D.com |
| INTERNATIONAL | • Integrate with select distributors and agents. | • Establish distributor relationships to provide sales, warranty servicing & repairs, logistics and fulfilment<br>• Leverage distributors local re-seller network (if applicable)<br>• Provide support for distributor's sales activities | • SEO, social media content, email marketing, and paid search to drive traffic to international Robo3D.com websites |

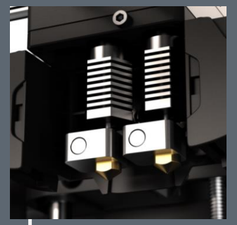
# Diversified revenue model — Direct

Potential lifetime value of end customer

For personal use only

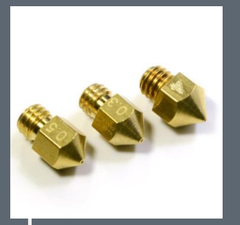
Initial printer + filament purchase

F Filament restocks every 30 days



Upgrade to Second Extruder

K Print kits every 90 days

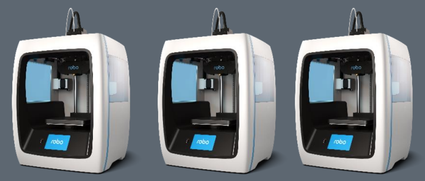


Replacement parts after 9 months

Software resale

| MONTH 1 | MONTH 2 | MONTH 3 | MONTH 4 | MONTH 5 | MONTH 6 | MONTH 7 | MONTH 8 | MONTH 9 | MONTH 10 | MONTH 11 | MONTH 12 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | F | K F | F | F | K F | F | F | K F | F | F | K F |

## POTENTIAL FUTURE SOURCES OF REVENUE



3D print farm services

3D file content

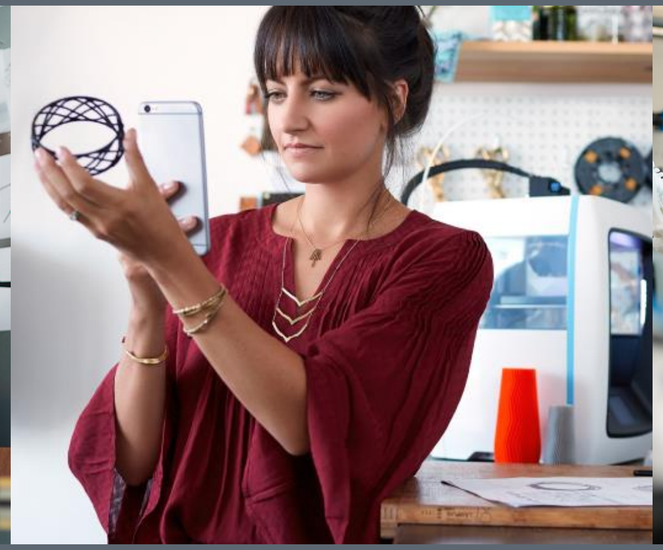
# Diversified revenue model — Indirect

Distributor onboarding process with timeline of events leading to purchase order, followed by roll-out

NOTE: International distributors typically have MOQs of one pallet per product.

For personal use only

# Target segments



## PROFESSIONALS

Design studios

Prototyping and modelling

3D print shops

Engineering firms

Medical research

## ENTREPRENEURS

Sole-traders

Small to medium business

Short-run manufacturers

## EDUCATORS

Elementary school

Secondary school

University / College

Vocational design schools

Clubs and afterschool programs

## MAKERS

Hobbyists

Modellers

Tinkerers

Home builders

Clubs

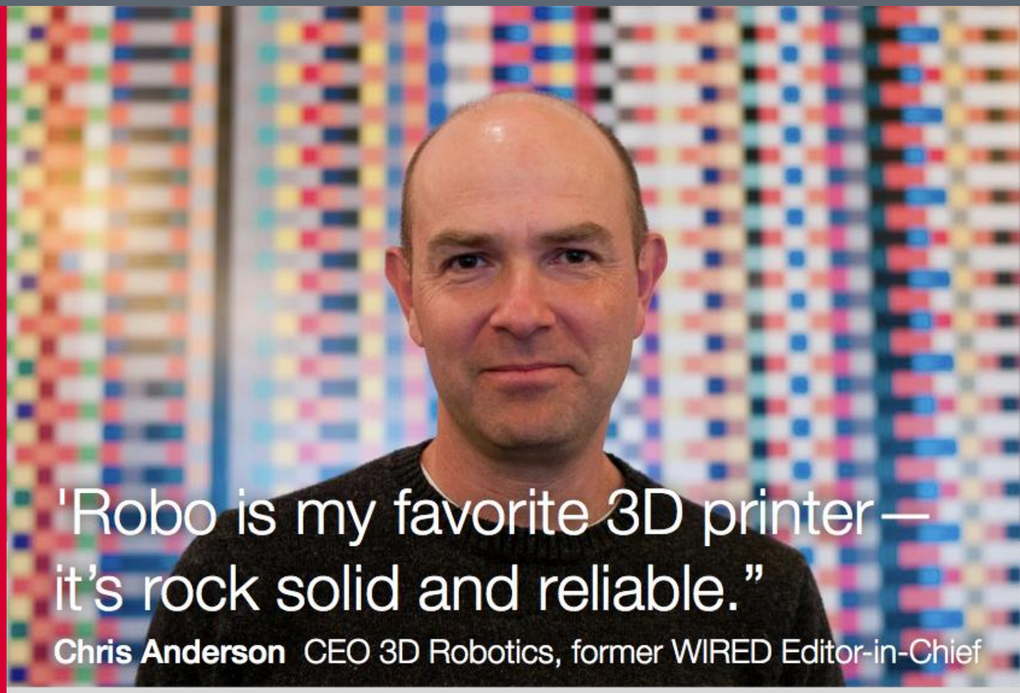
For personal use only

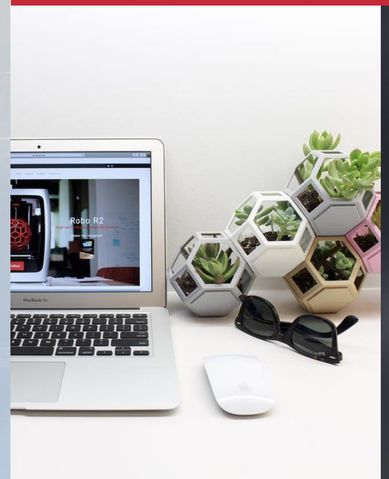
# Supported by industry leading marketing and content

CES INNOVATION AWARDS 2017 BEST OF INNOVATION

GOOD DESIGN® Award

TWICE PICKS AWARDS WINNER





"One company, Robo, hopes to straighten out some of the technical issues and continues to make strides towards affordable, but also smart and easy-to-use 3D printing technology and supporting accessories: simplifying the path to every print."
**Alexandra Laird** Mashable

"A technology anyone can use. With Robo Smart 3D printers your wish is pretty much its command!"
**Drew Kozub** Connectedly

For personal use only

# Strategic product roadmap

For personal use only

2017 2018

**Hardware**

- Robo R1+
- Robo C2
- Robo R2
- Robo “X”

**Software**

- Robo Cura
- Robo App
- Android App
- Third Party Integration

Thingiverse MyMiniFactory AUTODESK.

**Materials**

- PLA ABS
- Premium

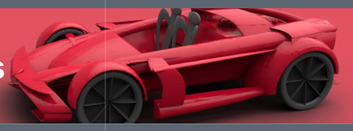
**Kits**

Drone

STEM

New kits

New kits



**Content**

Original Robo 3D content

**3D Content**

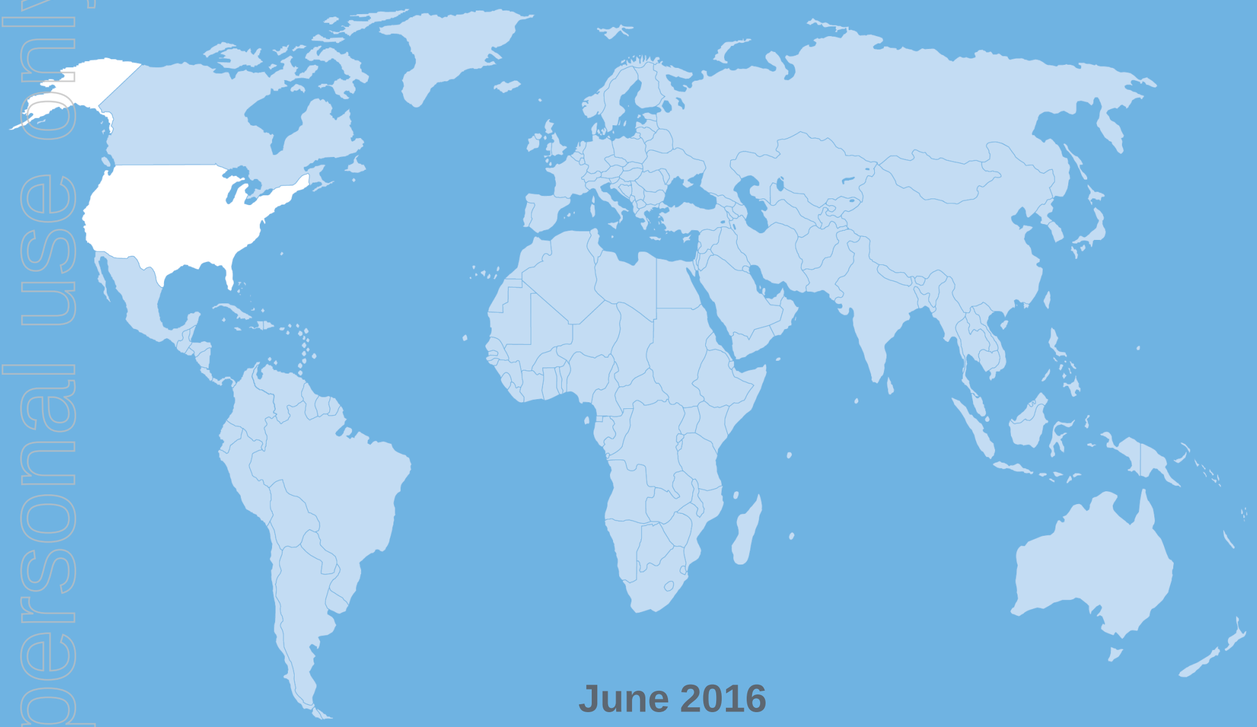
# Why Robo

For personal use only

# Expanding sales footprint provides leverage

**Robo C2 and Robo R2 expected to drive**

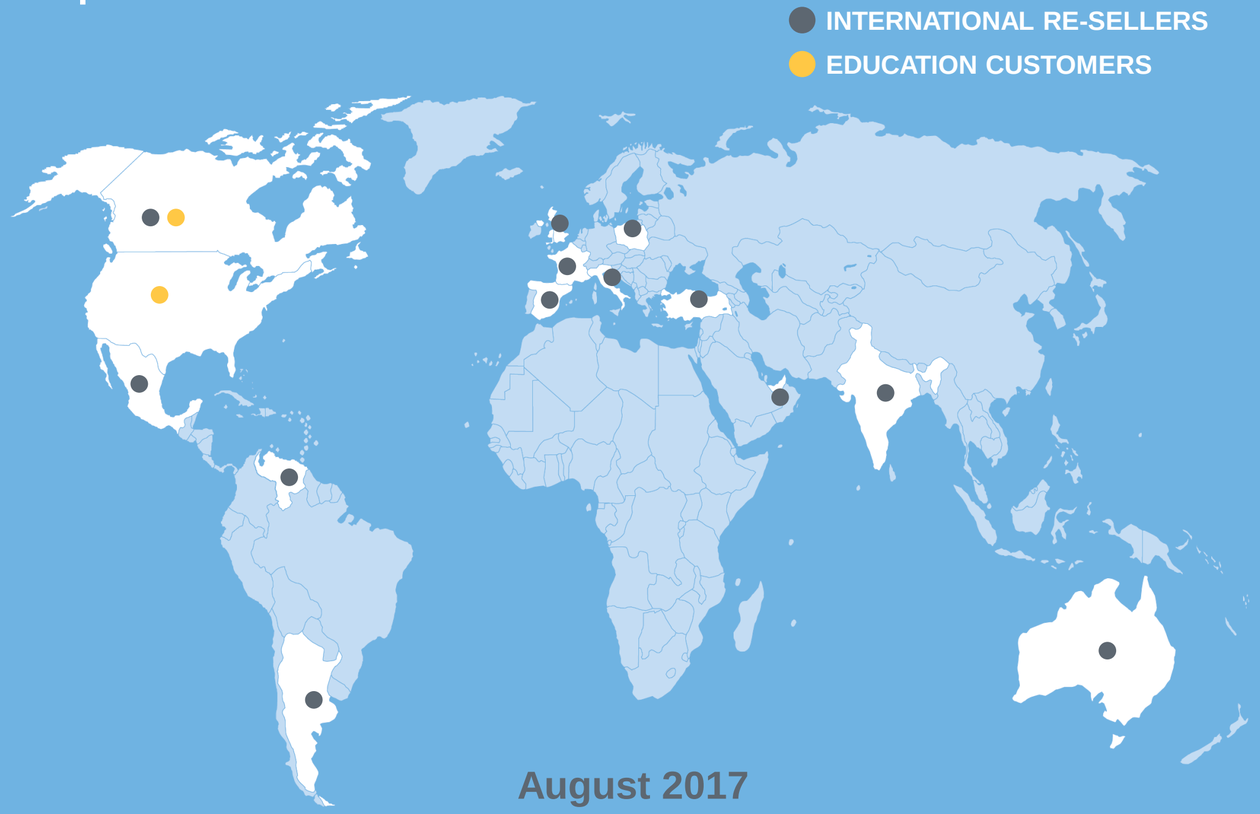
For personal use only



**June 2016**

Distribution partners

STAPLES · BEST BUY · Fry's ELECTRONICS · D&H · MICRO CENTER · amazon




**August 2017**

*plus* New distribution partners

CDW · PROMEVO · wynit · SYNNEX CORPORATION · Office DEPOT · B&H PHOTO - VIDEO - PRO AUDIO · CRUTCHFIELD · TARGET · Microsoft

# A bold future

For personal use only

*3 printers*

*New printer roadmap*
*(FDM + others)*

New kits opportunity

*Materials*
*(PLA, ABS, Nylon + others)*

## *Strategic partnerships*

*Mobile phone*

*VR/AR*

*New Material Development*

*Software*

*Curriculum*

*Government support*

*Top-tier supplier*

# Capital Structure

For personal use only

| | |
|---|---|
| ASX Code: | RBO |
| Total Shares on Issue: | 252.3m |
| Options: | 16.0m |
| Founder Performance Rights: | 5.6m |
| Executive Performance Rights: | 4.9m |
| Employee Performance Rights: | 3.5m |
| Share Price[1]: | $0.060 |
| Market Capitalisation: | $15.1m |
| Net Debt/(Cash)[2]: | ($1.0m) |
| Enterprise Value[3]: | $14.1m |

1. *Closing share price on 14 August 2017*
2. *Balance at 30 June 2017*

# Top 10 Shareholders

| # | Holder Name | % Issued Capital |
|---|---|---|
| 1 | Denlin Nominees Pty Ltd | 9.3% |
| 2 | Oaktone Nominees Pty Ltd | 8.0% |
| 3 | Jacob Kabili | 7.2% |
| 4 | Braydon Moreno | 7.2% |
| 5 | RFL Capital Pty Ltd | 4.2% |
| 6 | Tribeca Nominees Pty Ltd | 3.3% |
| 7 | Tim Grice | 3.1% |
| 8 | Syracuse Capital Pty Ltd | 2.6% |
| 9 | The Penrose Corporation | 2.4% |
| 10 | Avon Management Company | 1.6% |
| **Top 10% of Total Issued Capital** | | **48.9%** |

Notes:
1. *Shareholdings at 10 August 2017.*
2. *Directors and management hold 22.9% of the issued capital.*
3. *36.0% of total issued shares are restricted (held in escrow) for 24 months from quotation date.*
4. *Directors and employees hold 100% of the Performance Rights.*

# Q&A

For personal use only

## For further information:

**INVESTORS**

**Ryan Legudi** — Managing Director, Robo 3D
ryan@robo3d.com

**MEDIA**

**Jonathan Wegner** — Robo 3D
jonathan@robo3d.com

Or email investors@robo3D.com

robo

Robo3d.com

© 2016 Robo 3D Inc., San Diego, California. All rights reserved. Robo, Robo 3D, Robo C2, Robo R2 are trademarks or registered trademarks and are the properties of Robo 3D Inc. Registered in the USA and other countries.
Autodesk, the Autodesk logo and Fusion 360 are registered trademarks or trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries.